



Time of Day Program Update

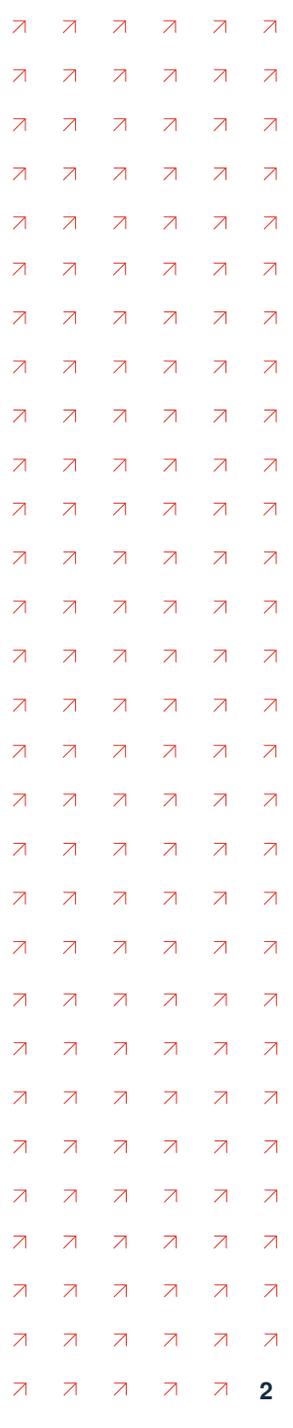
Louis Debrino

Vice President, Customer Services

PROGRAM PROGRESS: Customer Enrollment

	Total As of 2023	2024 Program Enrollment						Total Customers
		January	February	March	April	May	June	
	Actual	Actual	Actual	Actual	Actual	Forecast	Forecast	
Voluntary	471	922	781	869	1,483	500	500	5,526
Move-in		646	5,332	4,641	5,502	5,000	5,000	26,121
Targeted Migration Population*							29,500*	29,500
Total	471	1,568	6,113	5,510	6,985	5,500	35,000	61,147

*Targeted customer segments for the first migration group in June 2024 include a mix of bill impact levels and include 3,000 EV, 2,100 low-income, and 5,000 solar customers. The targeted population of 31,000 has been reduced to account for customers that have opted in early and opted out.



PROGRAM PROGRESS: Customer Enrollment

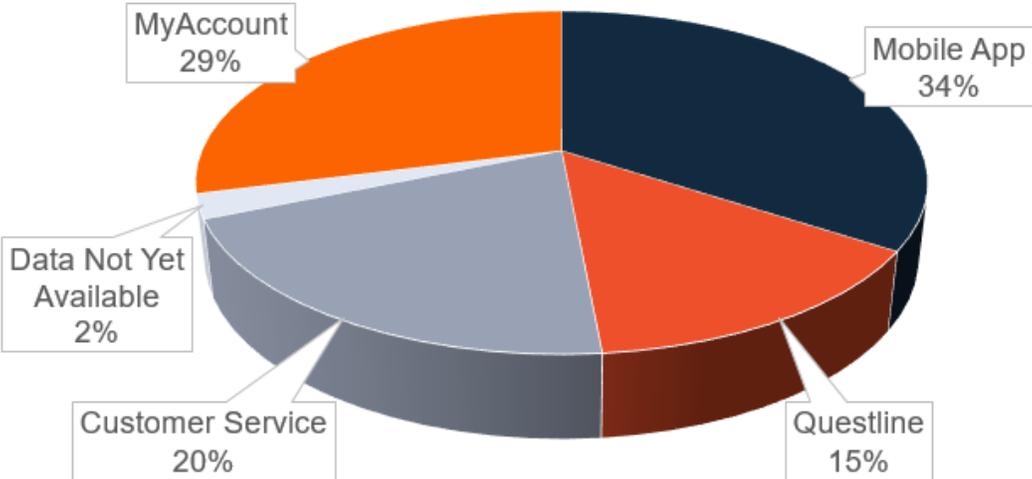
Rate Code	New/Move-In	Opt-In	Total*
Rate 194	16,281	1,696	17,988
Rate 195	26	2,882	2,912
Total	16,307	4,578	20,900

** Includes 15 pending data updates re: new/move-in vs. opt in allocation*

PROGRAM PROGRESS: Customer Enrollment

Opt-In Active TOD Accounts – Source

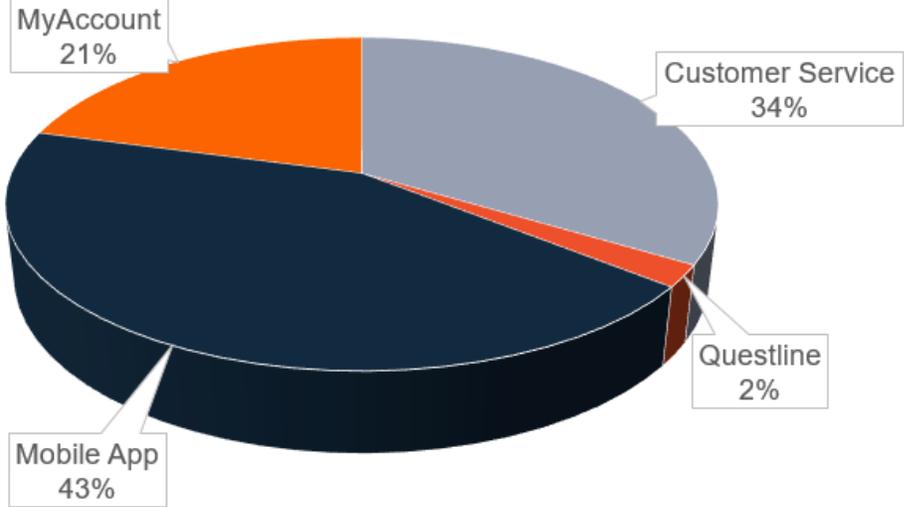
TOD Opt In Activation Source (n=4,519)



Customer Opt Outs – Source

Source of Request for Choosing Flat Rates (n=1,217)

Data from customers staying on current rate & new customer opt outs



PROGRAM PROGRESS: Migration 1

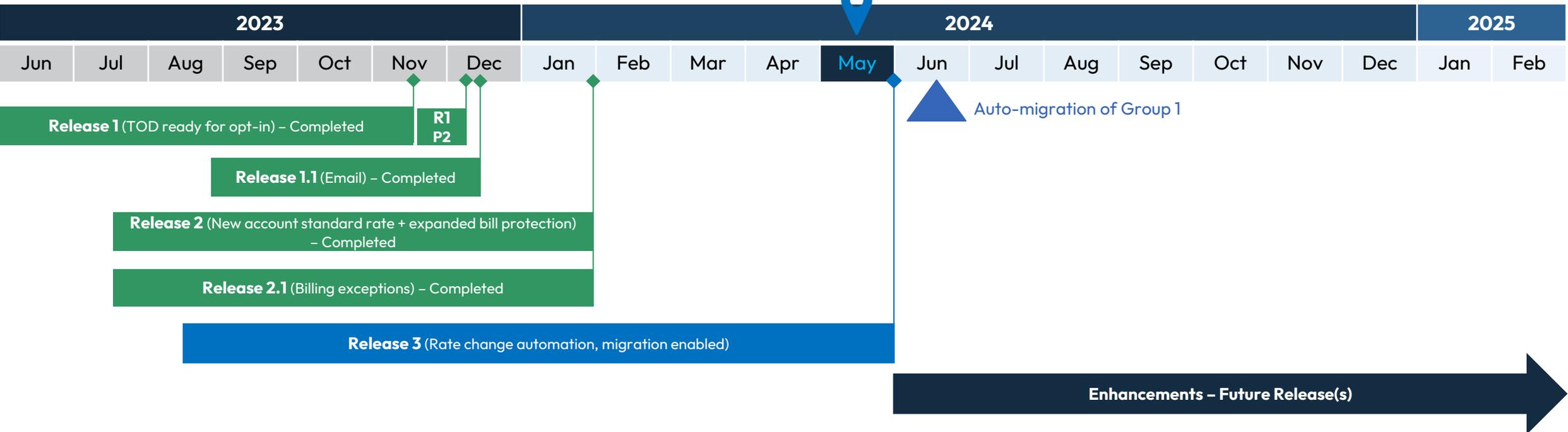
Marketing Group	Group Size	Opt In	Opt In %	Opt Out	Opt Out %	Unenroll (Returned to the 180 rate)	Unenroll %
Group 1 - A*	15,499	491	3.2%	52	0.3%	3	0.0%
Group 1 - B	15,499	543	3.5%	53	0.3%	3	0.0%
Total	30,998	1,034	3.3%	105	0.3%	6	0.0%



*Group 1-A was sent a pre-awareness email in addition to the 90, 60 and 30-day communications to test if there would be a difference in customer behavior between the customers that received this messaging and those that did not.

PREPARING FOR MIGRATIONS: IT Readiness

We are here



- Release 1**
 - Standard 2-period and 3-period TOD rates available for opt-in
 - Bill protection guarantee available
 - The opt-in and opt-out feature for MyAccount and Mobile app
- Release 1.1**
 - Direct email communication and enabled acceptance of opt-outs

- Release 2**
 - New customer move-ins and service changes will be on the new standard 2-period TOD rate
 - Scope expanded to add bill protection for new move in customers
- Release 2.1**
 - Enhance billing exception functionality

- Release 3 (5/29/24)**
 - Rate change process automated
 - Confirmation emails for opt-in and opt outs
 - Actively mitigating schedule risk to pull in task timelines and maintain original schedule
- Enhancements - Future Release(s) (TBD)**
 - Based on prioritization of existing enhancement requests and results of Post-Production Needs Assessment

CUSTOMER ENGAGEMENT: Migration & Marketing Schedule

We are here



Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Info emails (G1)*	G1 90-Day emails	G1 60-Day emails	G1 30-Day emails					G2 90-Day emails	G2 60-Day emails	G2 30-Day emails
	G1 90-Day Mail	G1 60-Day Mail	G1 30-Day Mail					G2 90-Day Mail	G2 60-Day Mail	G2 30-Day Mail
					Migration Welcome Kits				G3 90-Day emails	G3 60-Day emails
						G1 Migration on Bill Cycle	G1 1 st bill on TOD rate		G3 90-Day Mail	G3 60-Day Mail
										G4 90-Day emails
										G4 90-Day Mail
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								<div style="text-align: center;"> </div>		

A subset of Group 1 migrators received awareness emails in February as part of A/B testing to analyze customer response

***Customers moving and setting up a new account began receiving welcome kits with Time-of-Day information in March 2024*

PREPARING FOR MIGRATIONS: Customer Education and Outreach

➤ Customers scheduled for migration as part of Group 1 have been receiving their pre-migration notifications (via direct mail and email (if they have an email on file)).

➤ A subset of Group 1 migrators received awareness emails in February as part of A/B testing to analyze customer response, with no notable difference in opt-outs/opt-ins observed so far

➤ Last notification prior to migration, the 30-day communications, have begun to be sent out and will continue through to May 15th

➤ First migration bill cycle is targeted for June 5, 2024

Your electric rate is scheduled to change in June.*

Coming next month:
The *New* Time-of-Day electric rate

➤ Get to know your new standard electric rate and how to time your savings.

TIME YOUR SAVINGS
Reduce Energy Use
Weekdays between 3 PM - 7 PM

What you need to know about your new standard Time-of-Day Rate

You're scheduled to be on the new rate starting in June.*

- Receive automatic Guaranteed Bill Protection: if you don't save on the new rate in the first 12 months, we will credit the difference to your account.*
- Save money by using high-energy-use appliances during off-peak hours (before 3 PM and after 7 PM weekdays and any time on weekends and federal holidays).
- Electric vehicle owners can save by charging during off-peak hours.
- Solar customers can benefit from the new rate.

Scan The QR Code
for more information.

To learn more about the new Time-of-Day Rate, scan the QR code or visit psegliny.com/timeofday.

*Customer electric accounts are scheduled to be moved to the new Time-of-Day (TOD) Rate beginning in June 2024. You will see a notification on your bill once your rate has been changed to the TOD Rate. For TOD and Guaranteed Bill Protection Terms and Conditions, go to psegliny.com/timeofday/terms.

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PREPARING FOR MIGRATIONS: Employee Awareness



↗ Impacted teams are scheduled to be trained on Release 3 updates in May



↗ Additional call center reps have been receiving TOD SME training

↗ Additional billing reps are receiving exceptions management training to support customers post-migration



↗ Other teams across the company are receiving training on Time-of-Day transactions



↗ Internal communications to impacted teams will provide a program update and inform of upcoming changes

PREPARING FOR MIGRATIONS: Call Center and Billing Operations

↗ Call Center

- ↗ Time-of-Day call volume remains manageable with an average of less than 20 calls per day
- ↗ Average call duration for TOD related calls are in line with expectations at just over 13 minutes per call
 - In April, 49% of TOD calls were from customers starting new service that wanted to opt out of the Off-Peak rate while 36% of calls were informational, customer wanting to know more about the TOD rate.
- ↗ Self-service channels continue to dominate as the preferred channel for customers to use for opt outs of the rate with 66% coming through the Mobile App, MyAccount and marketing emails. These channels have been helping to reduce customer call volume.

↗ Billing Operation

- ↗ In April, the Billing department saw an uptick in customers requesting net metering bank exchanges. The team will continue to monitor request volumes and processing times.
- ↗ With retention rates remaining high, bill credit issuance to date has remained low totaling \$304.79
- ↗ The PSEGLI team has completed incremental system enhancements in April and continues to evaluate process improvements for the billing department.
 - Validation, Editing and Estimating rules for Voluntary Time-of-Use rates were enhanced



 Thank
you

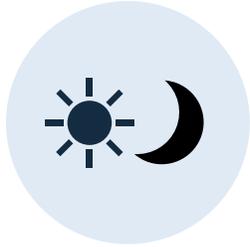
TIME-OF-DAY PROGRAM TIMELINE

November 2023

January 2024

June 2024

January 2025



TOD Rate Voluntary Enrollment Opens

November 16, 2023

- Two Time-of-Day rates launched for residential customers for voluntary enrollments.



TOD Off-Peak is the New Standard Rate

January 29, 2024

- Customers moving into the service territory or transferring service to a new location will be assigned to the 194 “Off-Peak” Rate
- Customers have option to select an alternate qualifying rate, if desired
- Flat Rate 180 remains an available option



1st Customer Migration Population

June 2024

- ~31,000 Rate 180 (flat rate) customers will be transitioned to the 194 “Off-Peak” Rate.
- The sample group will include various customer segments so the project team can learn about the customer experience with the new rate.



Continued Migration of Rate 180 Customers

2025

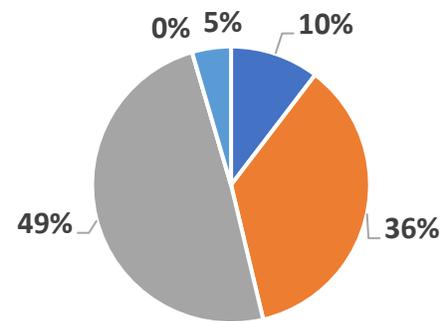
- Additional groups of Rate 180 customers will be moved each month.
- 900,000 customers planned for transition by December 2025.

CLOSE OUT REASONS via CSRs

April

- Close out reasons tracked 309 total calls related to TOD questions, this equated to approximately 14 calls per business day on average.
- From March to April the average handle time for TOD complex explanation calls increased from 18.2 minutes to 24.6 minutes. PSEGLI estimated these calls would be 25 minutes on average in its staffing forecast.

April Close Out Frequency



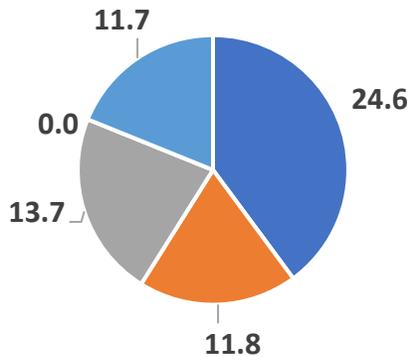
- TOD Complex Explanation
- TOD Informational
- TOD Move In Opt Out
- TOD Recoverable Opt Out
- TOD Opt Out

April Close Out Reason Volume



- TOD Complex Explanation
- TOD Informational
- TOD Move In Opt Out
- TOD Recoverable Opt Out
- TOD Opt Out

April AHT Minutes by Close Out Reason



- TOD Complex Explanation
- TOD Informational
- TOD Move In Opt Out
- TOD Recoverable Opt Out
- TOD Opt Out

CUSTOMER ENGAGEMENT

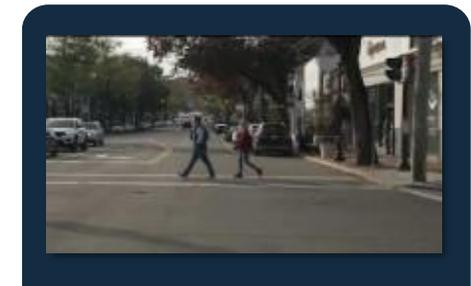
Customer Outreach & Education



All new Time-of-Day customers (opt-in, new, move-in and migrated customers), receive a **welcome kit with additional information** about Time-of-Day.

Pre-migration customer communications are tailored communications for benefiteres, and EV/Solar/NEM customer.

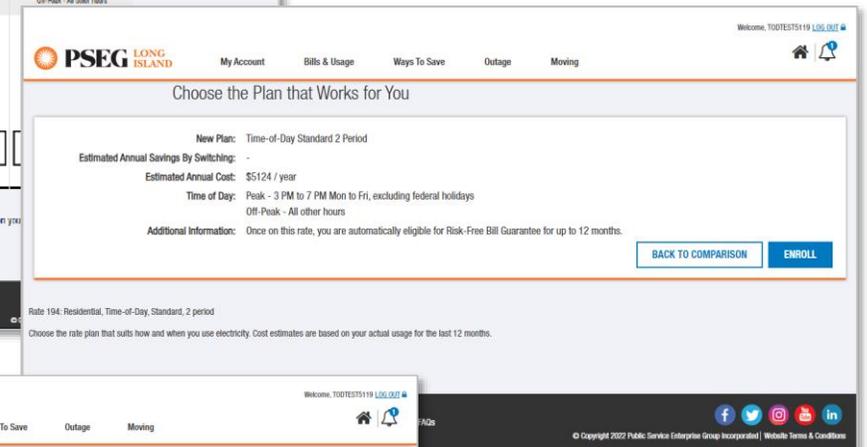
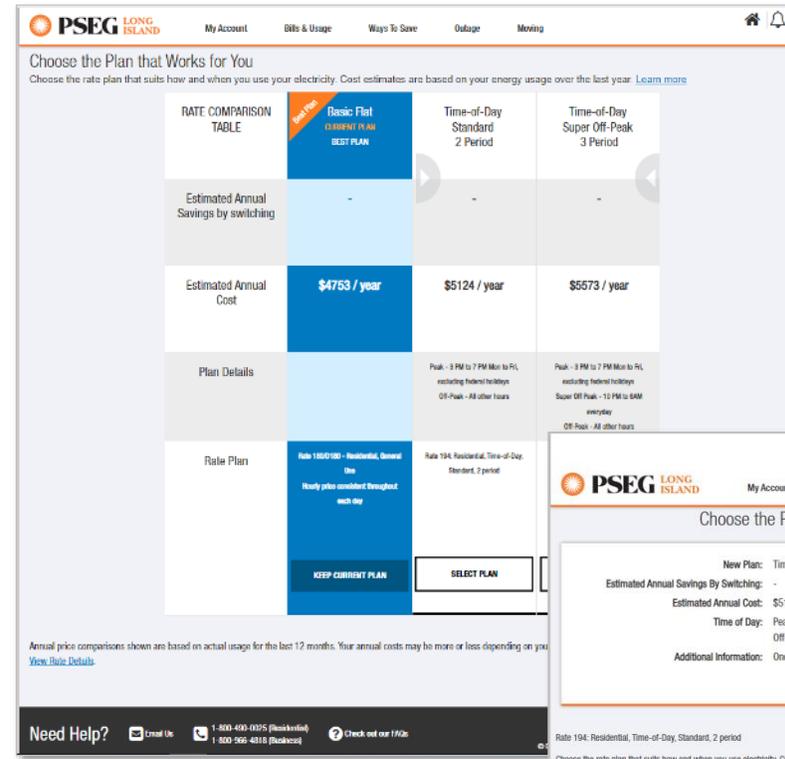
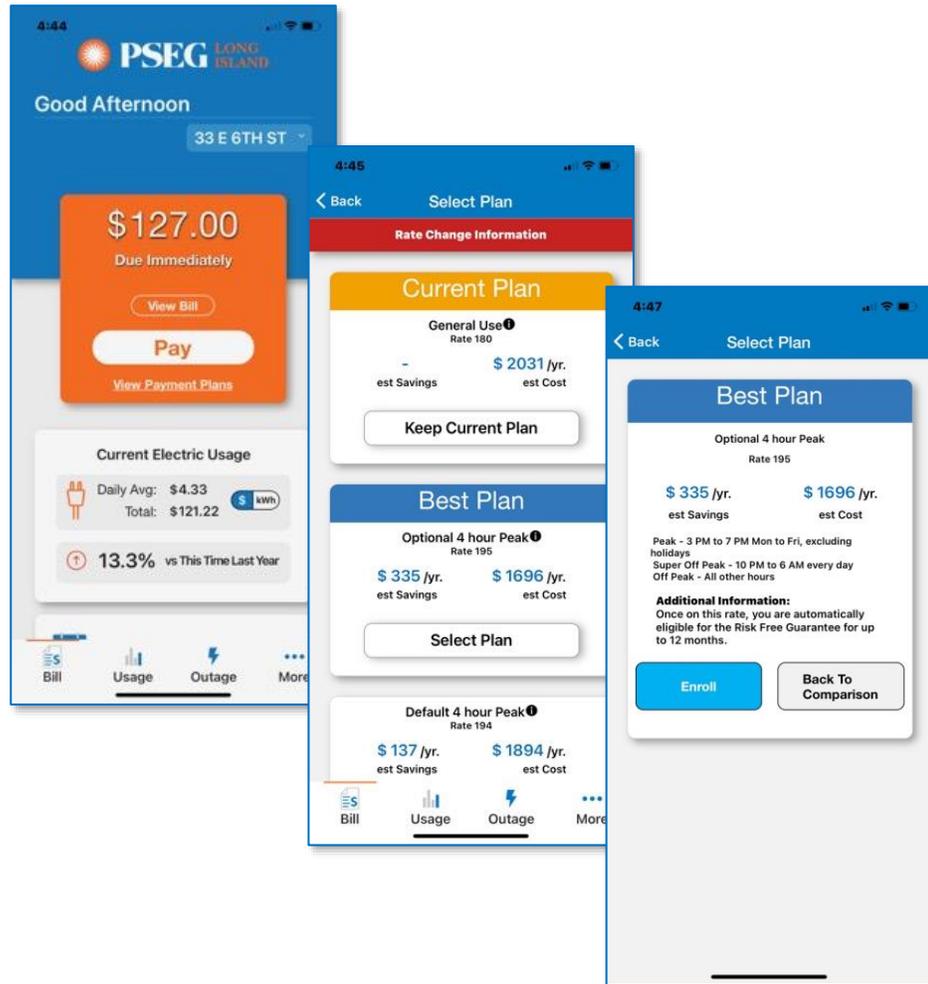
PSEG Long Island's website Resources, tips, and rate information: psgliny.com/Time-Of-Day.



CUSTOMER RATE COMPARISON TOOL

Via CSR, Mobile App, MyAccount

Personalized Insights for Customers



PREPARING FOR MIGRATIONS: Support for Time-of-Day Customers



Key customer-facing employees received **in-depth subject matter expert training** on new processes, in-depth call support, and billing changes and processing. Additional CSRs continue to receive in-depth Time-of-Day training.



All PSEG Long Island employees have been trained on Time-of-Day basics to be able to provide customers with high-level information about Time-of-Day as needed.



The project team holds **presentations and briefings with community organizations** to further educate community members.



PSEG Long Island launched a comprehensive customer outreach campaign, with direct **emails and letters, Welcome Kits** to new Time-of-Day customers, **links to additional information** and quick actions like opting into the rate or opting out of migration.